



EXECUTIVE DIRECTOR/STAFF REPORT: May 2010

- **Visitor Guide Fulfillments** Mail: **1,283** e-Brochures: **2,906** Downloads: **27**
 - Tour Texas – 252
 - Southern Living – 523
 - Texas Monthly – 6
 - Discover Texas – 3
 - Home & Away – 2
 - See Texas First – 387
 - Glamer – 113
 - Tour Texas PDF Downloads – 27
 - See Texas First e-Brochure – 2,906
- **Convention Groups Serviced:**
 - Frisco Soccer Association
 - Bayer Pharmaceuticals
 - Heritage Association
 - Lakes Tennis
 - Youth with a Mission (YWAM)
 - Stuckey-Armstrong Family Reunion
- **Site Inspections:**
 - Marsha Meier w/TX Association for Home Care & Hospice
 - Chris Bacak w/TX society of Anesthesiologists
 - Total Transportation Services
- **Meetings/Events Attended:**
 - Regional Marketing Campaign
 - Sports Economic Impact Webinar featuring Mayor Maso
 - DFWATC Sports Alliance Meeting
 - Snowball Express Event
 - Market Street, re: Meeting Space
 - Frisco Day at State Visitor Information Center in Gainesville
 - CVB Retail Campaign
 - CMO Marketing Committee
 - Super Bowl Host Committee Meeting
 - Logan Stout, re: World Series Baseball Event
 - Evan Casey w/Plan Your Meetings
 - Marlene Dibrell w/Grand Assembly of Texas, re: 2012 Conference
 - Destination Frisco Committee

- Click2Houston Conference Call (Marketing Pitch for Summer Promotion)
- TCMA Planning Committee
- Travel Spike & CVENT Supplier Conference Calls
- PHP, re: KISS Concert and other events
- CVB Staff & /Texas Legends Staff, re: Introductions & CVB assistance
- Mobile Marketing Campaign & Distribution of Materials
- Christi w/Lakes Tennis re:bid for national tournament
- MPI Monthly Networking Luncheon
- **Presentations:**
 - Monthly Report to City Council
- **Sales Missions/Travel:**
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- **Special Projects**
 - Client Baseball Event: Frisco Sports Group, AP Frisco, Prime Time Sports, Frisco Style & Megger were in Attendance
 - Leadership Frisco – Leisure & Culture Day
 - Shop Frisco Book
 - Video for CVB Bid Presentations
 - Spring FAM “Jimmy Buffett”
 - Calendar of Events
 - New Services Programs